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# The PIONEER

PUBLISHED FOR THE CSUH COMMUNITY AND THE EAST BAY

FREE

## Graffiti Vandalism on the Rise



**Faux Art:** The abandoned campus sea lion observatory is subject to frequent graffiti.

Photo/ Cassia Clinton

## Gang Graffiti Appear on Cal State Campus

By Cassia Clinton  
Staff Writer

The Cal State Hayward Police Department recorded 43 cases of graffiti or vandalism this year, with damage estimated at \$250 to \$500 per incident, according to Officer Renee Wilson.

"This is only a rough number due to the fact that many cases go unreported," said Wilson.

While the number may sound low, the cost of graffiti adds up, costing between \$10,750 to \$21,500 annually. More money may be spent, depending on the severity of the vandalism and the cost of a multi-step cleanup process, police said.

Wilson said that the most offenses take place in the fall quarter, with the influx of many new students, but evidence of gang graffiti suggests that many of the culprits are not students.

In Wilson's four years with the University Police Department, only one

person has been caught spray painting on campus, she said.

Campus Police aim to remove the graffiti within 24 hours after a report has been filed.

Hayward Police Department Patrol Captain Phil Ribera said that graffiti incidents have been on the rise for the past 12 months but police are not sure why.

The Hayward department is enlisting the help of residents, asking them to report any crimes including vandalism as they crack down on this growing problem.

Benjamin Scott of

Clear Channel Outdoor, a company selling advertising space on roadside billboards, said that graffiti are so common that advertisers pay an additional 10 percent over their original costs so that their billboards may be quickly repaired.

See **Graffiti**, page 3.



Photo/ Cassia Clinton

Little Writing: Wait large.

## Anthropology Students Petition To Keep Aide

By Tiffany Dias  
Staff Writer

A petition to keep Administrative Assistant June Martin in the Anthropology Department has surprised many students.

Martin, coordinator as well as administrative assistant for the department, may be transferred to the Art Depart-

ment. She has worked for the Department of Anthropology for two years and also worked as a liaison to the C.E. Smith Museum during the spring quarters.

The petition has collected dozens of signatures over the past four days.

Martin found out about the potential job transfer on Monday, Dec. 2.

"I was very surprised," she said.

As students of the department heard of the rumored transfer, Martin said she was "inundated with e-mails and phone calls from the students. I'm just overwhelmed and touched that they would do that."

"I really like the (anthropology) department," she said, but would willing transfer to art "if this is what needs to happen."

See **Aide**, page 3.

## Holiday Shopping Tips; Avoid Extra New Year Debt

By Laura Lee H. Hamilton  
Staff Writer

With tuition due right before the holidays, Cal State Hayward students are likely finding themselves strapped for cash when they need it most.

As more and more students find themselves on a shoestring budget, it's increasingly hard to find meaningful yet inexpensive gifts.

While fewer people are going to make "the list" this year, certain people, immediate family members and a few special friends, are worthy of a token of affection. There are creative and low-cost alternatives. Several students offered up their ideas.

Homemade gifts are still in style. Student Cea Chu makes ornaments. She buys clear glass ornaments from Michael's for less than 75 cents, fills them with potpourri and personalizes them with permanent pen.

Isabel Martinez says her little sister buys lots of fabric pieces and makes pillows. She then adds a person's initials or shapes such as teddy bears.

Kristy Jessop said, "My boyfriend and I set limits for the first time this year."

But her biggest money saving idea was to take advantage of her newly purchased CD-burner. She's going to burn

CDs for her work friends with music she thinks they will like. Add a CD jacket from software like MS Publisher or Print Master Gold, and it becomes the perfect personalized gift.

Many people love getting home-baked goodies, so forensic science major Carol Francis says she and her boyfriend make pecan shortcakes as gifts.

See **Shopping**, page 3.

## Holiday Blues



**Christmas Cramming:** Simran Yirdee counts on passing a math final.

Photo/ Stuart McGregor

## New Name For Campus Sought To Help Enrollment

By James Barnes  
Staff Writer

Changing Cal State Hayward's name could increase local high schools' awareness of the campus, according to Jay Colombatto, Cal State Hayward's director of marketing communications.

"Our primary objective is to be the first choice for local high school students," said Colombatto. "We would like to be known at the high schools as a strong first choice."

"One of the long-term objectives of the 1998 goals was to grow in our undergraduate and lower division populations. The proportion of upper graduate students is too high. This is one of the primary drives of our enrollment strategy."

Cal State Hayward has a reputation among local community colleges as the campus to enroll at for business, teaching, nursing and kinesiology degrees, according to Cheryl Carter, career counselor for Diablo Valley College.

"Business, nursing, multimedia and kinesiology are the main subjects we would suggest students to enroll at Cal State Hayward for," said Carter. "Liberal studies, child development and criminal justice are other degrees sought at the campus."

"We usually do not recommend the campus for engineering, because it does not have a lot of programs."

"Sometimes students will say 'no' to Cal State Hayward because they are wanting to move away from the area,"

said Carter. "They are also looking for more activities on campus, like what they would find at San Diego State."

"At the same time, we see students who say they would like to attend Cal State Hayward because it is close to home."

"Traditionally the CSUs have been primarily commuter schools," said Colombatto. "Destination schools are designed with a four-year experience in mind. A lot of students cannot afford to go to them."

"We are not really looking to compete with the 'destination schools,'" he continued. "There will always be those students who want to go to a 'destination school.' We are focusing on Alameda County and Contra Costa County. We want to be the first choice for those who want a first-rate education at the home."

"I recently interviewed 60 or so freshman and asked them why they chose Cal State Hayward. They said they did not want to go away from home, they had wanted something close to home."

Hayward City Manager Jesus Armas was disappointed that the campus was considering the name change, but felt that there would not be a strong impact upon the economy of the city itself.

"The city stands on its own," said Armas. "There are a lot of things that we are proud of, a lot of positive things."

"It is important to note that there are

See **Name**, page 3.

## Smith Center Founders Make Gift To Complete New Campus Building

CSUH News Services

Owen and Erma Smith, founding and sustaining donors of The Smith Center for Private Enterprise Studies at Cal State Hayward, have made a gift of land to the university.

The couple has designated that the entire proceeds of their property donation go to the Business and Technology Center campaign. The land has an appraised value of \$176,000.

Although neither of the Smiths attended Cal State Hayward, they chose the university as the home of The Smith Center in 1991. The Center sponsors lectures, research, seminars, conferences, and courses to teach the principles of free enterprise to the future leaders of business and society.

"We are really looking forward to the Smith Center being housed in this beautiful new building," said Owen Smith.

The new Business and Technology Center, to be built near the center of campus, will be the first new academic



**A Holiday Gift:** Erma and Owen Smith join President Norma Rees after announcing their donation.

Photo/ Stuart McGregor

building erected here since 1971. In addition to providing a permanent home for the Smith Center, the four-story Business and Technology Center will house programs in technology management, engineering, multimedia production, international trade, marketing,

See **Gift**, page 3.

## Dancing All The Way



**Holiday in Hayward:** The Dancing Christmas Trees performed up and down A Street at the tree lighting ceremony last Thursday.

Photo/ Stuart McGregor